Ohio’s Winding Road: Sharing Our Appalachia

is a collaborative effort to build a smart and local “experience economy” in nine counties in the Hocking and Muskingum River Valleys of Appalachian Ohio. Organized as a network structure, OWR fosters shared sales and marketing engines to drive both local residents and outside visitors to high-quality experiences engaged with authentic cultural, historical, natural, and civic assets of the region. These experiences preserve and respect heritage and steward our environment, generate revenues that sustain vibrant local economies, and celebrate our stories, assets, and senses of place.
01. LOGO MARK

Main Logo

Single Color

Photo Background

Color Background

Public Anatomy

VISUAL ANATOMY

A location marker for the main body. Our focus is to bring attention to the various destinations and activities going on throughout the Appalachians of Ohio. Our brand becomes a tool and a badge for all.

Our rounded hills showing the unique terrain we reside in. Staggered to represent the tallest of regions to the very foothills.

COLOR ANATOMY

Blue for our skies that disappear behind our rolling horizons. A very neutral tone that’s cool and calm. A peaceful statement to match our welcoming hospitality.

Lush green and yellow for our iconic seasonal colors from Spring to Fall. Warm and bright to match the colors we love and identify with.

A vibrant, red trail to emphasize the journeys we create and have experienced. Its impact is bold and important no matter how small its presence is.
ALL VARIATIONS

Background Application

LOGO TREATMENT

Logo Forms

Clear Space

Neighbor Element
02. COLOR PALETTE

Primary

- Pantone: 7707 C
  - CMYK: 95 23 11 38
  - HEX: 00617F
  - RGB: 0 97 127

- Pantone: 1375 C
  - CMYK: 0 40 97 00
  - HEX: FF9E1B
  - RGB: 255 158 27

Secondary

- Pantone: 1375 C
  - CMYK: 26 10 90 24
  - HEX: 999B30
  - RGB: 153 155 48

- Pantone: 485 C
  - CMYK: 0 95 100 0
  - HEX: DA291C
  - RGB: 218 41 28
All transparencies under 100% need to be placed on top of an all white background and only layered below their 100% opacity.
03. TYPOGRAPHY

Header

ROBOTO

REGULAR:
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefgghijklmnopqrstuvwxyz
0123456789

BOLD : BOLD ITALIC

MEDIUM

Body

OPEN SANS

REGULAR:
ABCD EFGHIJKLMNOPQRSTUVWXYZ
abcdefgghijklmnopqrstuvwxyz
0123456789

BOLD ; SEMI BOLD

REGULAR

General Hierarchy

HEADER 1
ROBOTO ; BOLD; 30pt ; ALL CAPS

HEADER 2
OPENS SANS ; BOLD ; 18pt ; ALL CAPS

BODY COPY
Necerem. Itatectore dolupta que con nonsequi rereprepta
doluptatatur aut vel eatem quo quam, consedia vera quia vel illit ut
doluptas pa volupta tibusae volorei cator sus rerferf erumeniendis
molupie nihictem aute omnis serspient. Luptat int apelia et volorem
volorrum facearum accum remquas

OPENS SANS ; REGULAR ; 12 pt

"Quotes being quoted"
ROBOTO ; BOLD ITALIC ; 12

PAGE NUMBERS AND TAGS
ROBOTO ; BOLD ; 10pt ; +50 Tracking ; ALL CAPS

NAVIGATION
ROBOTO ; BOLD ; 12pt ; +50 Tracking ; ALL CAPS
04. PHOTOGRAPHY

Groups

Nature

Services/Products

Storefronts